A3940-24
2/88

The College Placement Council
62 Highland Avenue / Bethlehem, PA 18017

CPC Salary Survey

A study of 1987-1988 beginning offers / January 1988

It is no longer news that the U.S. economy is undergoing fundamental changes that are restructuring corporate America and the job market. To better reflect today's employment picture for college graduates, the *Salary Survey* has been expanded this year. Specifically, a number of new employer and curriculum categories have been added.

Because this year's *Salary Survey* contains so many new categories, direct comparison with last year's data is difficult. However, this first report of the 1987-88 season indicates that college recruiting is generally holding firm. For most disciplines where historic data are available, job and salary offers are up. A few disciplines show slight decreases.

Accounting graduates are off to a strong start. The average monthly salary offer rose 7.5 percent since July to $1,948. Graduates in banking and finance, a new business category, received offers of $1,417 to $2,167 monthly, with an average of $1,838. Also broken out for the first time in this report, human resources majors drew offers of $1,233 to $1,910 a month, averaging $1,607. Likewise, graduates in institutional management, which includes hotel/motel and restaurant management, reported offers ranging from $1,250 to $1,833 monthly, with an average of $1,586.

Another new section in the report covers communications disciplines. Dollar offers to advertising majors ranged from $1,167 to $2,025 and averaged $1,548 monthly. Journalism graduates attracted similar offers—$1,040 to $2,000 a month, with an average of $1,552.

Petroleum engineers appear to be recovering from last year's salary setbacks. The average monthly offer to these graduates climbed 8.5 percent since last July to $2,786--the highest dollar average of all curricula.

Mechanical engineers also garnered higher dollar offers than last year. The monthly average for this group was $2,428—a 2.9 percent increase over July's figure. Similarly, electrical engineers drew slightly higher salary offers, averaging $2,425 a month.

Allied health graduates received offers ranging from $1,620 to $2,667 monthly, with an average of $2,044. Salary offers to nursing majors were about the same, falling between $1,667 and $2,375 and averaging $2,037 a month.

Public accounting employers extended the most job offers to nontechnical bachelor's-degree graduates. Their average dollar offer to these graduates was $1,979 monthly. The aerospace industry continued to provide the greatest concentration of job offers to technical graduates, at an average monthly pay of $2,447. The highest average salary—$2,789 a month—was offered by petroleum and allied products employers to petroleum engineers.

Despite the concerns of placement directors and students, recruiting of MBA graduates has not yet been greatly affected by the October 19 stock market crash. The number of job offers to MBA's appears to be holding at the same level as last year.

The CPC *Salary Survey* January report covers the period from September 1, 1987, to January 4, 1988. The data include offers extended to students graduating between September 1, 1987, and August 31, 1988. There are 186 placement offices at 153 colleges and universities participating in the *Salary Survey*. Additional copies of this report are available to CPC members and subscribers for $1.50 each.

Dawn Gulick
Statistical Services Specialist

SCOPE AND NATURE OF THE SURVEY

The scope, nature, and coverage of the CPC *Salary Survey* are particularly important to the interpretation and proper use of the statistics.

The study surveys a fairly consistent population which includes 186 placement offices at 153 colleges and universities throughout the United States. Offers are reported from employing organizations in business, industry, government, and nonprofit and educational organizations. The offers are base starting salary offers and do not include fringe benefits or overtime. The data cover a broad range of functional positions, except teaching. Confidentiality is maintained for the individual, the college, and the employer.

The *Survey* reports offers, not acceptances, with no limit on the number of offers per student. Therefore, offers in the study cannot be equated with actual hires, and when the economic climate changes substantially, the ratio of offers to hires usually changes also, making comparison with other years no longer valid. In those categories where offers are relatively few, the data should be regarded only as an indication.

The *Survey* is available only to members and *Salary Survey* subscribers of the College Placement Council and is intended for the professional use of its constituents. Reports are issued in January, March, July and September.

Copyright 1988 by The College Placement Council, Inc.
No part of this publication may be used, adapted, or reproduced in any manner without written permission.
ISSN 0196-1004

Bachelor's Degree Candidates

(Data Combined for Men and Women)

By Curriculum For All Types of Employers	Number of Offers		Average $ Offers		Percent Change in $ Offers from July 1987	Percentiles		
	January 1988	January 1987	January 1988	July 1987		90th	50th	10th
Business								
Accounting	1,344	1,067	$1,948	$1,812	7.5%	$2,207	$1,958	$1,666
Banking & Finance	214	N/A	1,838	N/A	N/A	2,167	1,875	1,417
Business Administration	310	364	1,683	1,701	-1.1	2,166	1,625	1,300
Human Resources (incl. Labor/Industrial Relations	29	N/A	1,607	N/A	N/A	1,910	1,603	1,233
Institutional Management	47	N/A	1,586	N/A	N/A	1,833	1,583	1,250
Management Information Systems	102	102	2,049	1,979	3.6	2,360	2,099	1,542
Marketing & Distribution	375	305	1,731	1,697	2.0	2,166	1,708	1,250
Humanities & Social Sciences								
Economics[1]	57	65	1,724	1,970	-12.5	2,083	1,750	1,333
Letters (incl. English, Lit., etc.)	19	N/A	1,490	N/A	N/A	*	*	*
Humanities - All Other	48	N/A	1,459	N/A	N/A	1,750	1,523	1,000
Criminal Justice	18	N/A	1,652	N/A	N/A	*	*	*
History	3	N/A	2,208	N/A	N/A	*	*	*
Psychology	39	N/A	1,519	N/A	N/A	2,083	1,500	1,083
Social Sciences - All Other	56	N/A	1,594	N/A	N/A	2,167	1,500	1,167
Communications								
Advertising	20	N/A	1,548	N/A	N/A	2,025	1,408	1,167
Communications	58	N/A	1,567	N/A	N/A	2,000	1,523	1,167
Journalism	36	N/A	1,552	N/A	N/A	2,000	1,567	1,040
Technical Writing	1	N/A	2,333	N/A	N/A	*	*	*
Engineering								
Aerospace & Aeronautical	92	60	2,333	2,343	-0.4	2,600	2,396	1,989
Agricultural	9	N/A	2,278	N/A	N/A	*	*	*
Biomedical & Bioengineering	2	N/A	2,463	N/A	N/A	*	*	*
Chemical	133	106	2,515	2,487	1.1	2,708	2,550	2,250
Civil (incl. Construction, Sanitary, & Transportation Engrg.)	177	148	2,041	2,037	0.2	2,448	1,989	1,781
Electrical (incl. Computer Engrg.)	802	686	2,425	2,410	0.6	2,652	2,497	2,000
Geological	6	4	2,204	1,973	*	*	*	*
Industrial	124	110	2,345	2,285	2.6	2,570	2,375	2,042
Mechanical	453	402	2,428	2,359	2.9	2,663	2,465	2,083
Metallurgical (incl. Metallurgy & Ceramic Engrg.)	21	19	2,388	2,417	-1.2	2,558	2,431	2,250
Mining & Mineral	‡	1	‡	2,240				
Nuclear (incl. Engrg. Physics)	1	6	2,726	2,379	*	*	*	*
Petroleum	24	13	2,786	2,568	8.5	2,950	2,833	2,700
Engineering Technology	42	36	2,264	2,185	3.6	2,833	2,283	1,667
Sciences								
Agricultural Sciences	36	49	1,770	1,649	7.3	2,300	1,750	1,375
Architectural & Environmental Design	‡	N/A	‡	N/A	N/A			
Biological	12	18	1,802	1,818	*	*	*	*
Chemistry	7	4	1,899	2,131	*	*	*	*
Computer Science	298	310	2,188	2,197	-0.4	2,542	2,250	1,833
Mathematics	59	40	2,204	2,162	2.0	2,500	2,250	1,782
Allied Health Professions	46	N/A	2,044	N/A	N/A	2,667	1,979	1,620
Nursing	52	N/A	2,037	N/A	N/A	2,375	2,000	1,667
Pharmacy	5	N/A	2,694	N/A	N/A	*	*	*
Physics	6	N/A	2,247	N/A	N/A	*	*	*
Other Physical & Earth Sciences	3	N/A	1,660	N/A	N/A	*	*	*
Renewable Natural Resources	2	N/A	1,583	N/A	N/A	*	*	*
	5,188	N/A						

N/A — No historic data available.
[1]Includes economics programs with both business and social science orientation.
‡No offers reported.
*Not computed for fewer than 20 offers.

AVERAGE MONTHLY SALARY OFFERS

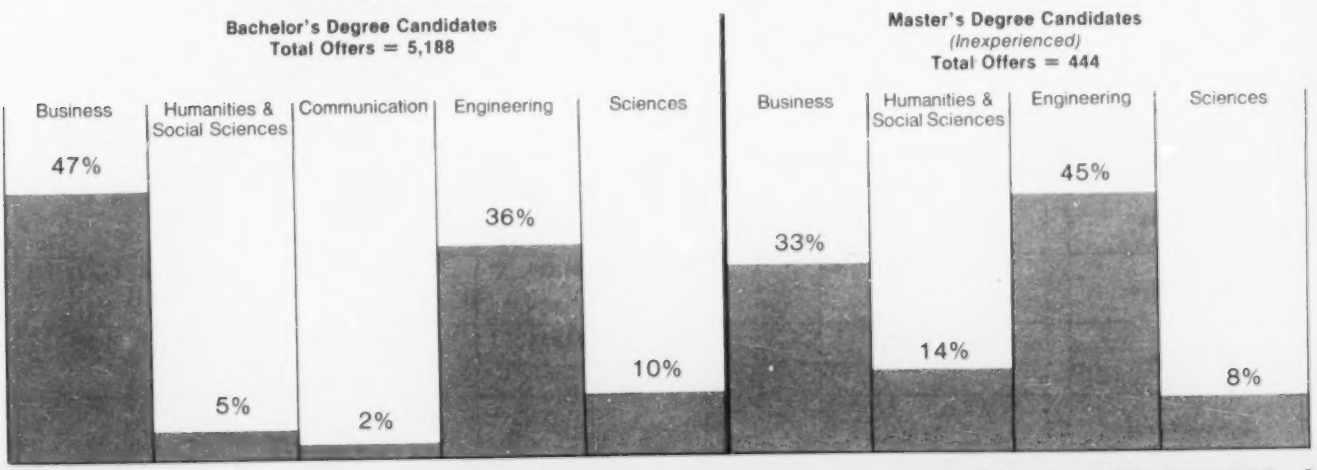
Bachelor's Degree Candidates

(Data Combined for Men and Women)

By Occupational Title For All Types of Employers	Number of Offers: January 1988	Number of Offers: January 1987	Average $ Offers: January 1988	Average $ Offers: July 1987	Percent Change in $ Offers from July 1987	Percentiles: 90th	Percentiles: 50th	Percentiles: 10th
Administrative & Management Occupations								
Accountants & Auditors	1,361	1,052	$1,947	$1,815	7.3%	$2,200	$1,958	$1,666
Banking Occupations	13	28	1,615	1,889	*	*	*	*
Business Administration	138	86	1,607	1,652	-2.8	2,020	1,583	1,166
Consultants	73	59	2,154	2,157	-0.1	2,458	2,125	1,958
Financial Analysts	96	43	1,913	2,215	-13.6	2,208	1,917	1,500
Human Resources	61	40	1,603	1,555	3.1	2,046	1,560	1,233
Management Trainee	414	359	1,593	1,666	- 4.4	2,000	1,550	1,200
Computer & Mathematical Occupations								
Computer Programmers	221	155	2,179	2,149	1.4	2,542	2,250	1,750
Computer Scientists (incl. Systems Analysts)	178	219	2,196	2,243	-2.1	2,517	2,250	1,833
Mathematician/Statisticans	28	12	2,304	2,153	7.0	2,541	2,388	2,041
Marketing & Sales Occupations								
Advertising/Marketing	163	117	1,784	1,807	-1.3	2,333	1,750	1,250
Retail/Wholesale Sales	197	137	1,756	1,699	3.4	2,175	1,750	1,250
Technical Sales	57	70	1,934	1,922	0.6	2,500	2,000	1,375
All Other Occupations								
Agriculture & Natural Resource Occupations	32	30	1,746	1,617	8.0	2,250	1,698	1,375
Communications Occupations	43	42	1,610	1,512	6.5	2,333	1,530	1,225
Engineers (Engrg. Degree Required)	1,795	1,550	2,392	2,364	1.2	2,667	2,451	1,988
Health-Related Occupations	73	N/A	2,011	N/A	N/A	2,667	2,000	1,500
Insurance Occupations	73	N/A	1,762	N/A	N/A	2,083	1,708	1,500
Law Enforcement Occupations	13	N/A	1,799	N/A	N/A	*	*	*
Nurses	47	N/A	2,055	N/A	N/A	2,460	2,000	1,667
Production Occupations	54	45	1,978	1,750	1.3	2,500	2,000	1,500
Real Estate Occupations	7	N/A	1,852	N/A	N/A	*	*	*
Researchers—Nonscientific	2	‡	1,667	2,043	*	*	*	*
Researchers—Scientific	4	‡	2,128	2,180	*	*	*	*
Social Workers & Recreational Workers	29	26	1,405	1,302	7.9	1,900	1,400	917
Transportation & Distribution Occupations	16	24	1,658	1,874	*	*	*	*
	5,188	N/A						

N/A — No historic data available ‡ No offers reported
*Not computed for fewer than 20 offers.

PROPORTION OF OFFERS BY CURRICULAR AREA



OVERSIZE FOLDOUT(S) FOUND HERE IN THE PRINTED EDITION OF THIS VOLUME ARE FOUND FOLLOWING THE LAST PAGE OF TEXT IN THIS MICROFICHE EDITION.

SEE FOLDOUT NO 1-3

Master's Candidates—Inexperienced[1]

(Data Combined for Men and Women)

Graduate Program	Number of Offers: January 1988	Number of Offers: January 1987	Average $ Offers: January 1988	Average $ Offers: July 1987	Percent Change in $ Offers from July 1987	Percentiles: 90th	Percentiles: 50th	Percentiles: 10th
Business								
Accounting	84	100	$2,255	$2,163	4.3%	$2,583	$2,229	$1,916
MBA—Nontechnical Undergraduate								
Less than 1 year	99	100	2,414	2,657	-9.2	2,900	2,375	1,872
1 to 2 years[2]	31	22	2,756	2,982	-7.5	3,250	2,750	2,083
2 to 4 years[2]	16	16	2,943	3,318	*	*	*	*
Over 4 years[2]	33	14	3,851	3,226	19.4	4,916	3,750	2,843
MBA—Technical Undergraduate								
Less than 1 year	23	11	2,487	2,854	-12.9	2,750	2,500	2,083
1 to 2 years[2]	7	12	2,694	3,128	*	*	*	*
2 to 4 years[2]	6	1	3,650	3,492	*	*	*	*
Over 4 years[2]	7	3	3,998	3,574	*	*	*	*
MS—Business	19	6	2,459	2,384	*	*	*	*
Administration (Public, Hospital, etc.)	2	2	1,813	2,226	*	*	*	*
Banking & Finance	9	N/A	2,534	N/A	N/A	*	*	*
Industrial Mgmt. (incl. Industrial Admin.)	1	4	2,333	2,735	*	*	*	*
Labor/Industrial Relations	3	N/A	2,252	N/A	N/A	*	*	*
Management Information Systems	9	N/A	2,202	N/A	N/A	*	*	*
Humanities & Social Sciences								
Humanities	12	16	1,496	1,887	*	*	*	*
Social Sciences	48	31	1,960	1,833	6.9	2,500	1,968	1,500
Engineering								
Aerospace & Aeronautical	17	N/A	2,912	N/A	N/A	*	*	*
Bioengineering & Biomedical	‡	N/A	‡	N/A	N/A			
Chemical	12	15	2,722	2,813	*	*	*	*
Civil (incl. Construction, Sanitary, & Transportation Engrg.)	12	21	2,503	2,413	*	*	*	*
Electrical (incl. Computer Engrg.)	91	48	2,865	2,957	-3.1	3,192	2,900	2,450
Geological	7	N/A	2,544	N/A	N/A	*	*	*
Industrial	22	7	2,641	2,566	2.9	2,925	2,646	2,333
Mechanical	28	36	2,649	2,835	-6.6	2,900	2,667	2,330
Metallurgical (incl. Metallurgy & Ceramic Engrg.)	8	2	2,785	2,702	*	*	*	*
Nuclear	2	3	2,729	2,866	*	*	*	*
Sciences								
Biological	2	N/A	1,585	N/A	N/A	*	*	*
Chemistry	3	4	2,553	2,333	*	*	*	*
Computer Science	28	20	2,699	2,817	-4.2	3,030	2,679	2,250
Geology & Related Geological Sciences	2	1	2,850	2,200	*	*	*	*
Mathematics	2	8	2,607	2,329	*	*	*	*
Physics	‡	N/A	‡	N/A	N/A			
	645	N/A						

[1]One year or less of full-time, nonmilitary employment unless otherwise indicated.
[2]Years of previous full-time, nonmilitary employment.
*Not computed for fewer than 20 offers.
‡ No offers reported.
N/A — No historic data available.

Doctoral Candidates

(Data Combined for Men and Women)

Graduate Program	Number of Offers: January 1988	Number of Offers: January 1987	Average $ Offers: January 1988	Average $ Offers: July 1987	Percent Change in $ Offers from July 1987	Percentiles: 90th	Percentiles: 50th	Percentiles: 10th
Engineering								
Aerospace	2	N/A	$4,418	N/A	N/A	*	*	*
Chemical	6	7	3,640	$3,605	*	*	*	*
Civil (incl. Construction, Sanitary, & Transportation Engrg.)	4	‡	2,982	3,336	*	*	*	*
Electrical (incl. Computer Engrg.)	22	13	3,908	3,965	- 1.5%	$4,417	$4,000	$3,250
Mechanical	17	5	3,727	3,569	*	*	*	*
Metallurgical (incl. Metallurgy, Materials Engrg./Science & Ceramics)	5	4	3,711	3,357	*	*	*	*
Sciences								
Biological	3	N/A	1,944	N/A	N/A	*	*	*
Chemistry	14	17	2,738	3,202	*	*	*	*
Computer Science	3	N/A	3,680	N/A	N/A	*	*	*
Mathematics	1	‡	2,960	3,328	*	*	*	*
Physics	4	5	3,118	3,345	*	*	*	*
Polymer	‡	N/A	‡	N/A	N/A			
	81	N/A						

*Not computed for fewer than 20 offers
‡No offers reported
N/A—No historic data available

1987-88 Participating Placement Offices

ECPO (Eastern)
Bentley College
Boston College
University of Bridgeport
Brown University
Columbia University
University of Connecticut
Cornell University
CUNY-Bernard M. Baruch
CUNY-Baruch College-Arts & Science
CUNY-City College
CUNY-Hunter College
Dartmouth College
University of Maine-Orono
MIT
MIT-Sloan School of Management
University of Massachusetts-Amherst
Mount Holyoke College
NYU-Grad. School of Business
Pace University-New York City
Pace University-Westchester
Polytechnic University
Rensselaer Polytechnic University
University of Rhode Island
University of Rochester
University of Rochester-W.E. Simon Grad. School of Business
SUNY-Buffalo
Syracuse University
Union College
Williams College
Worchester Polytechnic Institute

MAPA (Middle Atlantic)
Bryn Mawr College
Bucknell University
Carnegie-Mellon University
University of Delaware
Fairleigh Dickinson-Teaneck
Georgetown University
George Washington University
Grove City College
Haverford College
Lafayette College
LaSalle University
Lehigh University
Marymount University-Graduate School
New Jersey Institute of Technology
Penn State University
Penn State-Capitol Campus
University of Pennsylvania
University of Pittsburgh
Princeton University
Rutgers University-Camden-Arts & Sciences
Rutgers University-New Brunswick
Villanova University
Virginia State University
West Virginia University

MCPA (Midwestern)
University of Akron
Case Western Reserve University
University of Chicago-Grad. Sch. of Business
Cleveland State University
IIT-Illinois Institute of Technology
University of Illinois-Chicago
University of Illinois-Commerce & Business
University of Illinois-Engrg.
University of Illinois-Chemistry & Chemical Engineering
Indiana University
Iowa State University-Agriculture
Iowa State University-Design
Iowa State University-Engrg.
Iowa State University-Home Economics
Iowa State University-Business, Science & Humanities
Iowa State University-Veterinary Medicine
University of Iowa
University of Iowa-Engrg.
University of Kansas-Arts
University of Kansas-Business
University of Kansas-Engrg.
Michigan State University
Michigan Tech University
University of Michigan-Ann Arbor-Engrg.
University of Michigan-Ann Arbor-Business Administration
University of Michigan-Dearborn
University of Minnesota-Carlson Sch. of Mgmt.
University of Missouri-Columbia-Engrg.
University of Missouri-Rolla
University of Missouri-St. Louis
University of North Dakota
Northwestern University
Northwestern University-Kellogg Grad. Sch. of Business
Ohio State University-Arts & Science
Ohio State University-Business
Ohio State University-Engrg.
Ohio University
Purdue University
Southern Illinois University-Carbondale
Southern Illinois University-Edwardsville
Southwest Missouri State University
University of Toledo
Washington University-Sch. of Business
Wayne State University
University of Wisconsin-Madison-Arts
University of Wisconsin-Madison-Business
University of Wisconsin-Madison-Engrg.
Youngstown State University

RMCPA (Rocky Mountain)
University of Arizona
Brigham Young University
Colorado School of Mines
Colorado State University
University of Colorado
University of Denver
Kansas State University
Montana State University
University of Montana
University of Nebraska-Lincoln
New Mexico State University
University of New Mexico
Northern Arizona University
University of Northern Colorado
South Dakota School of Mines
Utah State University
University of Utah

SCPA (Southern)
Alabama A&M University
Auburn University
Augusta College
Clemson University
Duke University
Duke University-Grad. Sch. of Business Administration
University of Florida
Georgia Institute of Technology
University of Georgia
University of Kentucky
Mary Washington College
Memphis State University
Mississippi State
University of Mississippi
North Carolina A&T State University
University of North Carolina-Chapel Hill
University of North Carolina-Greensboro
Rollins College
University of South Florida
University of Tennessee-Knoxville
Tulane University
Vanderbilt University
Vanderbilt University-Owen Grad. School of Management
Virginia Tech & State University
University of Virginia
University of Virginia-Colgate Darden Grad. Sch. of Business
Wake Forest University
Wake Forest University-Babcock Grad. Sch. of Management
College of William & Mary

SWPA (Southwestern)
University of Arkansas-Fayetteville
Baylor University
University of Houston
Lamar University
Louisiana Tech University
North Texas State University
Oklahoma State University
Oklahoma State University-Engrg.
University of Oklahoma
Southern Methodist University
Texas A & I University
Texas A & M University
Texas Tech University
University of Texas-Arlington
University of Texas-Austin-Business Admin.
University of Texas-Austin-Engrg.
University of Texas-El Paso

WCPA (Western)
Arizona State University
California Institute of Technology
California Poly. State University-San Luis Obispo
California State Poly. University-Pomona
California State University-Fresno
California State University-Long Beach
California State University-Sacramento
University of California-Los Angeles
University of Idaho
University of Nevada-Reno
Oregon State University
University of Oregon
Portland State University
San Diego State University
San Jose State University
Santa Clara University
University of Southern California
University of Southern California-Grad. Sch. of Business
Stanford University
Washington State University
University of Washington